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SACRAMENTO - SAN JOAQUIN
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PROGRAM AND POLICY SUBCOMMITTEE REPORT

March 12, 2014

Recommendations

Staff recommends that the Board review and approve the Three Year Work Plan and the FY 2013-14 Implementation Plan (under a separate agenda item).

Staff recommends that the Board review and approve the comment letter and table regarding the Bay Delta Conservation Plan (under a separate agenda item).

Staff recommends that the Board review and approve for the Chair's signature the attached draft letter regarding suggested amendments to pending water bond legislation (under a separate agenda item).

Staff recommends that the Board provide to the staff names of potential members to the Delta Marketing Team.

Subcommittee Meeting Summary

The Subcommittee met on Wednesday, February 19, 2014, at the Delta Conservancy office in West Sacramento. A quorum was not established.

Implementation Plan. The subcommittee received information and reviewed the Three Year Work Plan and the Fiscal Year 2013-14 (FY 13-14) Implementation Plan. This is a dual-purpose document designed to complement the Conservancy's 2012 Strategic Plan and reflect on-going Board priorities to meet the Conservancy's co-equal responsibilities. The plan provides guidance for Conservancy program development through 2017.

Conservancy staff secured about \$1.6 million in government and private foundation grants for some FY 13-14 projects. Staff also identified an additional funding need of \$7.9 million to conduct the listed projects over the three year time period.

The Work Plan is updated periodically, based upon Board priorities and direction, and available funding. The FY Implementation Plan illustrates current year, funded actions.

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In response to a question, both the Work Plan and the FY Implementation Plan would change significantly if a water bond is passed and the Conservancy receives an anticipated amount of funding.

Clarksburg Japanese School Charrette. The Delta Protection Commission invited the Conservancy to be on the steering committee regarding potential restoration of the Holland Union Gakuen (Clarksburg Japanese School).

The school, built in 1927, is one of only a few pre-World War II Japanese Language schools in the State. This unique site has an added significance because the adjacent teacher's residence is also extant. There is local interest in preserving the site, and a charrette is scheduled for late spring to explore options regarding site preservation.

A charette is a community-based, facilitated discussion about potential scenarios. One potential scenario that will be considered is that the Conservancy would own and restore the property and operate the facility as a community center. Funding for the charette is through grants from the National Trust for Historic Preservation and California State Parks.

Comment Letter Regarding BDCP. The subcommittee reviewed a preliminary draft of the comment letter staff is writing for Board consideration. The subcommittee recommended that staff add a statement about how the Conservancy can help make BDCP projects more complementary to agriculture and how the Conservancy can be used to help reduce or mitigate the impacts to agriculture and support agricultural sustainability.

Discussion also included local concern about the impacts that BDCP related construction may have on the economies of Delta towns and how the Conservancy may have a role in their continued viability as well.

Pending Water Bond Legislation. The subcommittee received information about two pieces of water bond legislation: AB 1331 (Rendon) and SB 848 (Wolk). There is some indication that the governor may be willing to sign a water bond bill that is "reasonable and accountable."

The subcommittee recommended that staff draft a letter for the Board Chair to sign explaining the Conservancy's trusted role in the Delta community and its role in grant making under the bills. Specifically, the subcommittee suggested that the Conservancy should have full discretion in allocating any grant funding for projects under any water bond.

Grant Criteria. In a related discussion, the issue came up that several entities—governmental and non-governmental—have expressed concerns that the Conservancy may not be suited for grant making from water bond funds. Grants from bond funds are required to have grant guidelines (many of which are stipulated in the legislation) to ensure fair and transparent proposed project review and selection.

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In anticipation of future bond funding for grants, and to address concerns, Conservancy staff drafted a framework for grant guidelines. The framework explains how the Conservancy and Board will develop its grant making criteria and solicitation and review processes.

The framework also addresses the benefit of having the Conservancy Board approve projects because the Board is an important link to the Delta community. The local representation on the Board provides a greater sense of objectivity regarding the projects that move forward.

The subcommittee asked staff to consult with the Attorney General's office regarding any potential conflict of interest issues related to project approvals by county elected officials.

Delta Marketing IFB. The subcommittee received a report about the Conservancy's Invitation for Bids (IFB) for a Delta Branding and Marketing project funded by a \$197,500 federal grant. The IFB was released on February 10 and will close on Feb. 24. The expected bid opening is February 26.

The Delta Branding and Marketing project will develop a Delta Marketing plan using the Delta Brand currently being developed under a Delta Protection Commission contract.

Under the Delta Branding and Marketing project, the Conservancy will establish a Delta Marketing Team, made up of local Delta business owners, to help the consultants in developing and implementing the marketing plan. The subcommittee recommended that staff ask the Board if they had suggestions for people who might be interested in serving on this team.

Program Updates. The subcommittee received updates on the following projects: Delta Branding and Marketing project; Delta Oral History project; National Geographic GeoTourism project; the "Finding Ways to Restore Delta Habitat and Protect Property Owners" workshops; the "A Practical Workshop: The Science Behind Climate Change Impacts in the Delta" workshop; Delta Arundo Control project; Channel Margin Habitat project; Delta Watershed Initiative Network (Delta WIN); Delta Dialogues; Delta Waterway Cleanups; "Marketing Your Delta Business" workshop; and the redesigned newsletter and website.

The subcommittee recommended that staff provide to the Board a presentation of the information developed for the "A Practical Workshop: The Science Behind Climate Change Impacts in the Delta".

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